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# Inside Information

JUN 29 1981

## PURDUE UNIVERSITY SEARCHES FOR INFO HEAD

Purdue University's School of Agriculture is taking applications for head of its Department of Agricultural Information.

The position will be available Nov. 1, 1981. Deadline for applications is June 15.

Qualifications require at least a Master's degree in mass communications, education, journalism or other related area.

Applicants must have demonstrated capability in communications, media and audio-visual techniques and have conducted effective communications programs--preferably for educational institutions.

Those applying must have demonstrated ability to recruit staff, supervise work of others, communicate with colleagues and manage departmental budgets.

Training or background in agriculture and extension education is helpful.

The incumbent is responsible to the Dean of Agriculture and directors of the Cooperative Extension Service, Agricultural Experiment Station and Resident Instruction for overall information and communications activities relating to programs in agriculture, home economics, veterinary medicine and international programs.

The department handles editing, publishing and distribution of publications; news, information and feature releases; and radio and television programming.

In addition to heading the Department of Agricultural Information (about 70% of time), the person also heads the Audio-Visual Production Department (other 30% of time).

The incumbent is responsible to the director of the Cooperative Extension Service for providing audio-visual production services to all departments and administrative units on the Purdue University campus.

Anyone wishing to apply should send an application and resume to: Dean B. J. Liska, Chairman, Search Committee, Ag Administration Building, Purdue University, West Lafayette, IN 47907 by June 15.

Nominations are also invited.

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## SEA LAUNCHES "COOPERATIVE SYSTEMS MAIL"

USDA's Science & Education Administration has inaugurated its new electronic "cooperative systems mail network" between Washington, D.C., and cooperating land-grant universities.

The computerized, rapid person-to-person communication network is available to SEA-Cooperative Research, SEA-Extension, State Cooperative Extension Services, and State Agricultural Research Stations federally funded through SEA cooperative research.

State Extension and Research directors and 1890 institution administrators may make the network available to members of their staffs at their discretion.

The "cooperative systems mail" gives users of the network the ability to receive and send mail instantly, but handle messages at one's convenience.

The system is intended to increase interruption-free periods and reduce paper files.

It will distribute messages in seconds, and it will archive messages for easy retrieval.

Messages delivered to the user's electronic "mailbox" can be accessed anywhere there is a telephone and a terminal.

Portable terminals are available which are no heavier than a brief case.

"Cooperative systems mail" is accessible seven days a week, 24 hours a day, providing a constantly available forum for the exchange of information, progress reports and results data--without disrupting day-to-day operations even when time frames are short.

The network is operated with plain English instructions which practically explain themselves.

Writing of messages is done in normal fashion. Writer uses own words, own style. Anything from a one-line reminder to a multi-page letter can go.

Messages are delivered to the addressee's electronic "mailbox" to be printed out when it is convenient.

A message can be sent to one addressee or many, even to mailing lists.

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